



UNITED STATES OF AMERICA  
Federal Trade Commission  
WASHINGTON, D.C. 20548

Division of Advertising Practices

February 23, 2016

Andrea C. Levine, Esq.  
Senior Vice President, Director  
National Advertising Division  
112 Madison Avenue, 3<sup>rd</sup> Floor  
New York, NY 10017

Re: Advertising Claims for Stuart's Pain Formula

Dear Ms. Levine:

I am writing to follow up on your referral to the FTC of the above information. Your referral indicated that the advertisement involving express claims and testimonials that its product treats conditions such as arthritis, diabetic neuropathy, and other conditions. Your referral also stated that the advertiser refused to participate in NAD's self-regulatory process.

We contacted the principal for Stuart Laboratories, who has informed us that the company now intends to participate with NAD in its self-regulatory process. It is our understanding that a company representative will soon contact you to reengage in the NAD process.

Accordingly, it appears that no additional action is warranted by the Commission. The FTC fully expects that you will take such further action as the public interest may require. We appreciate your opportunity to continue to assist in supporting the NAD.

Very truly yours,

Mary K. Engle  
Associate Director